

WHAT IS CLAIMED IS:

1. An electronic commerce system applying dynamic database redirection, the system comprising:

one or more seller databases including product data for one or more products;

5 a seller selection interface operable to receive one or more seller requirements from a user and to generate one or more custom global content directories based on the seller requirements;

10 one or more custom global content directories each including a plurality of product classes organized in a hierarchy, each product class categorizing a plurality of products from one or more sellers satisfying the seller requirements and each product class associated with one or more attributes of the products categorized in the product class, at least one of the product classes having one or more associated pointers that identify one or more seller databases associated with sellers satisfying the seller requirements; and

15 a search interface associated with the custom global content directories, the search interface operable to communicate a search query to the seller databases to search the product data stored in the seller databases identified by one of the pointers.

20 2. The system of Claim 1 wherein the seller selection interface is further operable to receive one or more product requirements from a user and generate one or more custom global content directories based on the product requirements.

25 3. The system of Claim 2 wherein the seller selection interface is further operable to determine a geographic location for the user and one or more languages that correspond to the geographic location of the user and generate custom global content directories where the pointers identify seller databases in the languages corresponding to the geographic location of the user.

30 4. The system of Claim 1 wherein one or more of the pointers identify particular product data in one or more of the seller databases where the product data is associated with sellers satisfying the seller requirements.

the selected product class.

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requirements; and

communicate the search results to the user.

are further operable to:

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product.

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10. A method for dynamic database redirection in an electronic commerce transaction, the method comprising:

receiving one or more seller requirements from a user;

creating one or more custom global content directories based on the seller requirements, the custom global content directory comprising a directory structure including a plurality of product classes organized in a hierarchy, each product class categorizing a plurality of products from one or more sellers satisfying the seller requirements and each product class associated with one or more attributes of the products categorized in the product class, one or more of the product classes having one or more associated pointers that identify a one or more seller databases associated with sellers satisfying the seller requirements;

receiving a selection of a product class from the user, the product class having a pointer identifying one or more of the seller databases;

in response to the selection of the product class by the user, communicating a
15 search query to the seller databases to search the product data.

11. The method of Claim 10 wherein one or more of the pointers identify particular product data in one or more of the seller databases where the product data is for sellers satisfying the seller requirements.

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12. The method of Claim 10 further comprising:

receiving one or more product requirements from a user; and

generating one or more custom global content directories based on the product requirements.

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13. The method of Claim 10 wherein creating the custom global content directory comprises associating the product classes with product data for one or more sellers satisfying the seller requirements.

30 14. The method of Claim 10 further comprising providing multi-language
support based upon the geographic location of the user.

15. The method of Claim 14 wherein providing multi-language support comprises:

determining a geographic location for the user;

5 determining one or more languages that correspond to the geographic location of the user; and

creating the custom global content directory using the seller requirements and the one or more languages corresponding to the geographic location of the user.

10 16. The method of Claim 10 wherein communicating a search query to the seller databases comprises communicating the search query to the seller databases associated with the sellers that satisfy the seller requirements.

17. The method of Claim 10 further comprising:

15 receiving search results from one or more of the seller databases in response to the search query, the search results including product data associated with one or more products satisfying the search query from the sellers satisfying the seller requirements; and

communicating the search results to the user.

20 18. The method of Claim 17 further comprising:

receiving a selection from the user of a product for which product data is included in the search results; and

25 communicating address information associated with a seller database that includes product data for the selected product, the address information enabling the user to communicate with a seller associated with the seller database to conduct a commerce transaction relating to the selected product.

30 19. The method of Claim 10 wherein creating one or more custom global content directories based on the seller requirements comprises creating one or more private global content directories containing product classes having one or more associated pointers that identify product data only available to one or more buyers associated with the private global content directory.

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CONTENT APPLICATION

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20. The method of Claim 19 further comprising receiving an access code from the buyer, the access code operable to allow the buyer to access a private global content directory.

21. Software for dynamic database redirection in an electronic commerce transaction, the software embodied in a computer-readable medium and operable to:

receive one or more seller requirements from a user;

5 create one or more custom global content directories based on the seller requirements, the custom global content directory comprising a directory structure including a plurality of product classes organized in a hierarchy, each product class categorizing a plurality of products from one or more sellers satisfying the seller requirements and each product class associated with one or more attributes of the products categorized in the product class, one or more of the product classes having
10 one or more associated pointers that identify a one or more seller databases associated with sellers satisfying the seller requirements;

receive a selection of a product class from the user, the product class having a pointer identifying one or more of the seller databases;

15 in response to the selection of the product class by the user, communicate a search query to the seller databases to search the product data.

22. The software of Claim 21 wherein one or more of the pointers identify particular product data in one or more of the seller databases where the product data is for sellers satisfying the seller requirements.
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23. The software of Claim 21 further operable to:

receive one or more product requirements from a user; and

25 generate one or more custom global content directories based on the product requirements.

24. The software of Claim 21 wherein creating the custom global content directory comprises associating the product classes with product data for one or more sellers satisfying the seller requirements.

30 25. The software of Claim 21 further operable to provide multi-language support based upon the geographic location of the user.

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31. The software of Claim 30 further operable to receive an access code from the buyer, the access code operable to allow the buyer to access a private global content directory.

32. A system for dynamic database redirection in an electronic commerce transaction, the method comprising:

means for receiving one or more seller requirements from a user;

5 means for creating one or more custom global content directories based on the seller requirements, the custom global content directory comprising a directory structure including a plurality of product classes organized in a hierarchy, each product class categorizing a plurality of products from one or more sellers satisfying the seller requirements and each product class associated with one or more attributes of the products categorized in the product class, one or more of the product classes having one or more associated pointers that identify a one or more seller databases associated with sellers satisfying the seller requirements;

10 means for receiving a selection of a product class from the user, the product class having a pointer identifying one or more of the seller databases;

15 in response to the selection of the product class by the user, means for communicating a search query to the seller databases to search the product data.